Exhibit 8

March 22, 2018 1–4

Note	146	DRIHERN BUTTLING VS PEPSICO		1-4
2 FOR THE DISTRICT OF NORTH DAKOTA 3 NORTHWESTERN DIVISION 4 4 70 West Middlend Strote, 5 NORTHERN BOTTLING CO., INC.,) 5 NORTHERN BOTTLING CO., INC.,) 6 Plaintiff.) 7 vs.)No. 4150-cv-133 7 7 MR. THOMAS B. GUNN. 8 PEPSICO, INC.,) 9 Defendant.) 9 MR. PATRICIA MATHY, 10 10 10 10 10 preadure of the United States District 11 The videotaped 30(b)(6) deposition of 12 2 12 PEPSICO, INC., by DARRIN MORRIS, called for 12 2 12 Coursel: 12 PEPSICO, INC., by DARRIN MORRIS, called for 13 ALSO PRESENT: 13 examination, Land by the taking of depositions, 16 taken before KRISTIN C. BRAJKOVICH, a Certified 16 MR. ANA M. McCARRON, PepsiCo, Inc., Senior 17 Coursts pertaining to the taking of depositions, 16 taken before KRISTIN C. BRAJKOVICH, a Certified 17 Shorthand Reporter, CSR, No. 84-3810, of said 18 state, at State 200, Three First Mainon Plaza, 18 MR. MARIO MERCURIO, PepsiCo, Inc., Senior 19 70 West Madison Street, Chicago, illinois, on the 19 Vice President, GM, Franchise Business Unit, 21 Development, Transhipping Miglastich. 21 2 Westperment, 19 MR. DAVID LEHMAN, Legal Videographer on 24 REPORTED BY: KRISTIN C. BRAJKOVICH, No. 84-3810. 21 PRESENT: Page 2 1 THE VIDEOGRAPHER: I'm the videographer on 25 MR. DAVID LEHMAN, Legal Videographer on 26 MR. DAVID LEHMAN, Legal Videographer on 27 MR. DAVID LEHMAN, Legal Videographer on 28 MR. DAVID LEHMAN, Legal Videographer on 28 MR. DAVID LEHMAN, Legal Videographer on 29 MR. DAVID LEHMAN, Legal Videographer on 30 MR. DAVID LEHMAN Legal Videographer on 30 MR. DAVID LEHMAN, Legal Videographer on 30 MR. DAVID LEHMAN, Legal Videographer on 30 MR. DAVID LEHM	1		1	
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5 NORTHERN BOTTLING CO, INC.) 5 Chicage, Illinois 60802, 6 Plaintiff.) 6 1-312471-8770, by; 7 vs.) No. 4:150-cv-133 7 MR. THOMAS B. CUNN, 8 PEPSICO, INC.) 8 tquim@grab-law.com, and 9 Defendant.) 9 MS. PATRICIA MATHY, 10 The videotaged 30(b)(8) deposition of 11 appeared on behalf of the Defendant. 12 PEPSICO, INC., by DARRIM MORRIS, called for 12 appeared on behalf of the Defendant. 16 Courts pertaining to the laking of depositions. 13 ALSO PRESENT: 16 Courts pertaining to the laking of depositions. 15 Courts pertaining to the laking of depositions. 15 Courts pertaining to the laking of depositions. 17 Shorthard Reporter, CSR, No. 84-3810, of said 18 state, a. Stale 2900, Time-First Mational Plaza, 16 MS. ANA M. McCARRON, PepsiCo, Inc., Senior 17 West Madison Street, Chicago, Illinois, on the 19 Vice President, GM, Franchise Business Unit; 20 MS. ELIZABETH VAN HOUTEN, Director, Franchise 21 Development, Transshipping Miligation. 21 Development, Transshipping Miligation. 22 MR. DAVID LEHMAN, Legal Videographer. 23 AGASIN & COOK, PC, 33 RAGAIN & COOK, PC, 4 MR. QUINN: Yes. This is Thomas Soulinn on to behalf of PepsiCo. As I indicated to Mr. Ragain at the theorem of 9:39 a.m. 4 MR. QUINN: Yes. This is Thomas Soulinn on the hell of the Defendant.<				·
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RAGAIN & COOK, PC, (3936 Avenue B, Suite A-2, Billings, Montana 59102, 1-406-206-4831), by: MR. JAMES M. RAGAIN, jim@lawmontana.com, -and- SULLIVAN MILLER LAW, (3860 Avenue B, Suite C East, Billings, Montana 59102, Billings, Montana 59102, Billings, Montana 59102, MR. RAGAIN, Topics 1, 2, 4, and 6 of the michalle.sullivan@sullivanmiller.com, appeared via video teleconference on behalf of the Plaintiff; MR. QUINN: Yes. This is Thomas Quinn on behalf of PepsiCo. As I indicated to Mr. Ragain at the break, Mr. Morris is going to testify to the subject matter of Topics 1, 2, 4, and 6 of the michalle.sullivan mither from approximately midsummer, July of 2016, to the earlier points in time. MR. RAGAIN: Tom, just so that I'm clear, then you are proffering another witness for roughly mid-July of 2016 forward to the present to the michalle.sullivan@sullivanmiller.com, appeared via video teleconference on behalf of the Plaintiff; MR. RAGAIN: Okay. Thanks. DARRIN MORRIS, called as a witness herein, having been first duly sworn, was examined and testified as follows:	1	PRESENT:	1	
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22 sworn, was examined and testified as follows: 23 23				· ·
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the -- scratch that.

24 enforcement program operate?

As of 2008 how did the transshipment

March 22, 2018 5–8

Page 5 Page 7 **FXAMINATION** A. Well, as of 2008 the general process for 1 1 2 BY MR. RAGAIN: 2 the program was that if product was found in a 3 Good morning, Mr. Morris. 3 bottler's territory that was not sold or 4 Good morning. distributed by that bottler, they would report 5 MR. RAGAIN: Has the witness been sworn? 5 findings to the transshipping department. The 6 THE REPORTER: No. 6 transshipping department would dispatch an 7 (WHEREUPON, the witness was duly 7 investigator to go out and validate such product. 8 sworn.) We would then process a fine to the source bottler 9 BY MR. RAGAIN: for that product, and we would issue a credit to 10 Q. Mr. Morris, we have met before, correct? 10 the -- what we refer to as the infringed bottler. 11 We did, that's correct. 11 And for the time period that we are 12 Q. Is it okay if I call you Darrin? 12 talking about for your testimony, 2008 through 13 Sure. A. 13 2016, how many --14 Q. All right. Thank you. Darrin, would 14 MR. QUINN: Jim, just to correct, say early -you agree with me that you have been proffered by mid-2016 --15 15 the company, PepsiCo, to testify with respect to 16 16 MR. RAGAIN: Okay. the first topic, which is administration of the 17 17 MR. QUINN: -- so as long as we understand 18 PepsiCo Transshipment Enforcement Program, the 18 that, I won't keeping interrupting, but -- and I types of documentation that are kept or not kept, think if you say 2016 to Darrin, then we are 19 20 and any changes to the PepsiCo PTEP for the time 20 talking about through the period that he was in 21 period 2008 through mid-July of 2016? 21 that position, and that will be fine, if it's okay 22 A. That's correct. 22 with you. 23 Q. And is the -- what is the reason for 23 MR. RAGAIN: Okay. Yeah, I'll try to qualify, 24 the -- the time period that we asked for was for but if I slip up, we have that understanding, that Page 8 Page 6 all of the way to 2017, and what is the reason why it's through mid-July of 2016. 2 your knowledge stops in July? 2 BY MR. RAGAIN: 3 A. Because in April, May of 2016, I 3 Q. Darrin, how many -- for the time period transferred into a different position out of the 4 that we are talking about, how many people at 4 5 transshipping role. PepsiCo -- and I mean companywide -- worked in the 6 Q. Okay. And it's my understanding that 6 transshipment enforcement program? you have that same limitation with respect to each 7 7 A. Let me answer that this way. So there of the other three topics that you are going to were -- there were three people -- I'm sorry -- two 9 testify to today. Just for the sake of expediency, people in -- in the immediate transshipping 10 would the reason be the same? department who interacted with -- with that process 11 A. That's correct. 11 on a day-to-day basis. Of course, there's a 12 Okay. Thanks. What is the PepsiCo 12 hierarchy that included several others which 13 Transshipment Enforcement Program? would -- which would be a senior director that had 14 A. Well, that program is -- that acronym is broader responsibility, so that would be three on 15 used both for the program that governs the 15 PepsiCo's team. unauthorized movement of product from one territory 16 16 And then if we extended that to PBC, 17 to another, and it also refers to the database or there was a team of people that would be 18 software program that we use to manage that involved on -- in the transshipping process on a 19 process. 19 day-to-day basis. And I couldn't tell you how many 20 Just for frame of reference, when was 20 that would include, but it was several. 21 21 the -- am I correct that the administration of Q. Could you generally tell me what the

22

23

24

roles of these various people were?

Well, so we -- I would start with --

start with myself, and that role was to manage the

March 22, 2018 9 - 12

Page 9

- program, which included ensuring the -- you know,
- 2 the efficient investigation of any claims that were
- 3 brought forward by a bottler. It would include the
- efficient disbursement of fines and credits to the
- 5 impacted bottlers, and then I would say it also
- 6 included developing and working within the
- 7 organization to develop strategies for how we might
- 8 mitigate some of those issues.

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Reporting to me at that time, there was an analyst who would handle more of the administrative side of the process, which included database management.

- And who was the third person at PepsiCo?
- 14 The third person was the person that I 15 reported into. At the time it was Jim Foderaro.
- 16 And what was Mr. Foderaro's role or 17 responsibility with respect to the transshipment enforcement program? 18
 - Jim spent a lot of his time working at a senior level within -- across the bottler organizations in addition to helping to strategize on, you know, mitigation of the infringements that
- 23 I referred to earlier. 24 Q. And can you give me an idea of what some 24

Page 11

Page 12

- A. No. The only change that triggered
- would have been the combining of PBG and PAS
- 3 organizations to reflect the new organization being
- 4 PBC.

1

- 5 So under the program were independent bottlers required to notify the company if they
- found product of another bottler in their 7
- territory?
- 9 A. If they desired to be compensated for
- 10 that infringement, yes. More broadly speaking, no,
- they were not required to report that. They were 11
 - certainly encouraged to report it if it did occur.
- 13 Q. And what about PBC bottlers, were they required to report if they found product that was
- 15 manufactured by an independent bottler in their PBC
- 16 territory?
- 17 MR. QUINN: Let me just object to the form of
- 18 the question with respect to the reference to PBC
- bottlers as vague and ambiguous. 19
- 20 BY THE WITNESS:
- 21 The same principles would apply. Our
- 22 department treated bottlers, whether they were
- 23 independent or PBC, agnostically.

Page 10

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12

- of the PBC people that you referred to earlier,
- 2 what their role was in the process?
- 3 A. So on the PBC side, the starting point
- would be, I guess, receiving the information that
- 5 we produced through PTEP, through the database
- PTEP. They would take information received from
- 7 our department, process that through something we
- call LTTS or the lot tracing and transshipment
- 9 program, which helped them to identify who the
- 10 product was initially sold to.

And from that, reports would be

- generated, information would be shared with 12
- 13 respective regions and bottler units or bottling
- 14 units, and from there there would be various
- 15 actions taken that would have been contained within
- the PBC organization, some of which we may have 16
- 17 access to in terms of updates. Many times we would
- 18 not.

11

- 19 What changes were made to the
- 20 transshipment enforcement program, if any, because
- 21 of the -- scratch that.
- 22 When PBC began operating in 2010, did
- that require -- or did that result in any changes 23
- to the PepsiCo Transshipment Enforcement Program?

- BY MR. RAGAIN:
 - What documentation was generated during
- 3 the time period that you are familiar with with
- 4 regard to the enforcement of the transshipment
- 5 enforcement program?
 - That would include the claim details
- 7 that were generated from investigations as well as
- the invoices associated with the fines and credits
- 9 distributed to the impacted bottlers.
- 10 Was the data maintained -- I mean, was
- 11 it continued -- or excuse me.

Was the information kept on a historical

- 13 basis, or was it deleted after a time?
- 14 It was archived after a time, so we
- 15 would generally have access to data which could be
- included in reporting going back to a certain
- 17 period. Generally, we would look back over a
- three- to -- three- to four-year period to look at 19 trends, but at some point that data would be
- 20 archived just for the sake of, you know, data
- 21 storage.
- 22 And can you tell me what kind of uses
- 23 that PepsiCo made of that data or that historical
- 24 data from time to time?

March 22, 2018 13–16

Page 13

A. Primarily to share it with bottlers. We

2 would often have meetings with various bottler

3 committee groups and we would share that

4 information to update the organizations on sort of

5 the state of transshipping and what the trends

6 were.

7

8

17

Q. And what were the discernible trends over the time period that we are talking about?

9 A. As I recall, there was a -- sort of a10 peak in transshipping maybe in 2011. There was

11 sort of a gradual trend upwards going back to --

12 well, as far back as probably 2007 or '08. And

then there was a reduction, a trend downward, forseveral years, and then it has gone up and down,

15 and that has different causals but it can tend to

16 go up and down.

Q. What kind of causes?

18 A. One in particular that comes to mind is

19 a change in the fine. So in 2008 or '09, there was

20 a -- there was an increase in the fine rate for

21 20 ounce, and that fine increased from \$7 per case

22 to \$11 per case, which would have naturally

23 resulted in, you know, higher fines after that

24 period.

Page 14

1 Q. And you say that increasing that fine

2 caused a discernible trend downward in

3 transshipping?

4 A. No, actually just the opposite. It

5 caused an upward trend in the fines associated with

6 transshipping.

7 Q. Okay. What changes have been made to

8 the program since 2008?

9 A. There really haven't been a lot -- well,

10 let me -- let me ask for some clarification on

11 that. Are you referring to the administration of

12 the program or the database that is used to manage

13 that program?

14

Q. Both.

15 A. There really haven't been material

16 changes to the guidelines. I did mention the fine

17 increase in 2008 or '09. Outside of that, the only

18 real material changes have been an increase in the

19 allotment of vending fines or the allocation of

20 vending fines, so we expanded that to include

21 more -- more SKUs.

22 As far as the database PTEP portion of

23 it, we have improved the automation quite a bit and

24 improved the capabilities of the programming so

Page 15 that we could turn over the processing quicker,

which we believed would enable source bottlers of

3 any transshipped product to be able to act more

4 quickly on information they received from our

department.

Q. And what do you mean by improved the

7 automation of it?

8 A. Well, so a lot of the process used to be

9 manual, and over time we were able to allocate some

10 IT resources to just improve the capabilities of

11 the program. So our reporting was more efficient,

2 our invoice processing became more efficient, and

13 just to give you an example, from the point of an

14 investigation to the time a bottler would be

15 compensated for an infringement could take as many

16 as -- you know, upwards of 18 weeks in some cases,

17 depending on what market we were talking about.

8 Generally speaking, I would say that was in the

19 eight- to ten-week time frame, and we have been

20 able to reduce that down to somewhere between two

21 to three weeks.

22 Q. Let's go to Topic No. 2, which is -- do

23 you have a copy of the deposition exhibit -- or

24 deposition notice?

Page 16

MR. QUINN: Jim, I think we can get one in

2 front of Darrin in a second.

3 MR. RAGAIN: Thank you.

4 MR. QUINN: Yeah, he has got it now. Just

5 give him two seconds to take a look at it real

6 quickly.

12

7 BY THE WITNESS:

8 A. Okay.

9 BY MR. RAGAIN:

10 Q. And Topic No. 2 is one that you have

11 also been proffered to testify by PepsiCo today?

also been profilered to testify by Pepsico today

A. That's correct.

13 Q. And what other -- other than the

14 transshipment enforcement program, what other

15 policies, procedures, rules, regulations, plans,

16 and actions have been promulgated and/or

17 implemented by PepsiCo for the purpose of

18 preventing transshipment into the territories of

19 independent bottlers outside of the northeastern

20 United States?

21 A. So as far as guidelines and policies, of

22 course you mentioned the transshipment enforcement

23 program. In addition to that, PBC has an employee

4 and customer policy that was, I believe, originally

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PEPSICO, INC. NORTHERN BOTTLING vs PEPSICO March 22, 2018 17 - 20

Page 17

written in 2010 and then updated in 2016. We also

- 2 have a companywide code of conduct that includes
- 3 language that prohibits any type of trade stuffing
- 4 or overselling of accounts. And as far as
- 5 additional contracts, I would say our customer
- 6 contracts have language that prohibits a customer
- from selling product outside of its intended 7
- 8 channel or territory.
- 9 Q. Anything else?
- 10 A. Well, as far as policies or guidelines,
- 11 I think that covers the majority of those. The
- other actions, I would say, would include sort of
- the work involved in the day-to-day management of 13
- 14 the program and then the mitigation efforts that we
- put forth, and I would probably start with -- you 15
- specified outside the northeast, right? Did I hear 16
- 17 that correctly?
- 18 Yeah. For the purpose of preventing
- 19 transshipment into the territories of independent
- 20 bottlers located outside of the northeastern United
- 21 States.
- 22 A. Okay. So, you know, a lot of our
- 23 mitigation effort would depend on the specific
- scenario. The one that relates most closely to the
- 23

Page 18

- Northern situation, we actually set up a -- what we
- refer to as a sting operation, so we suspected a
- 3 certain customer of being the source of product
- that made its way into Northern's territory, and we 4
- 5 set up an operation whereby we quarantined a
- certain run of product. And any time the suspected 6
- 7 customer ordered that particular SKU, then we would
- only pull from that lot of product to supply that 8
- 9 customer. And we then waited for the product to be
- found in other territories and measured whether or 10
- 11 not they were, in fact, the culprit.
- 12 Q. And what did you find in that particular
- 13 case?
- 14 A. In that case we found that they were the
- 15 source of transshipped product but that product did
- 16 not make its way up to Northern, or at least at
- 17 that point it had -- if at one point it was the
- 18 Northern product, then at least in this scenario it
- 19 was not found to be making its way to Northern. In
- 20 fact, it stopped. The product came out of South
- 21 Florida, and it stopped in the Tennessee area.
- 22 Q. Mr. Morris, Topic No. 6 for today was
- 23 PepsiCo's product tracking system for the period
- 24 January 2010 to the present, and it's my

Page 19

- understanding that subject to the time limitations
- we talked about earlier, you have been proffered to
- testify on that topic as well?
- 3
 - Α. That's correct.
 - Okay. Can you explain how PepsiCo's Q.
- 6 soft drink product tracking system works?
- 7 So every container receives a production
- code on that container. On cans, it's on the
- 9 bottom of the can. On bottles, it's typically on
- the shoulder of the bottle. Those individual
- bottles or cans are then packaged into a case. In
- many cases it's 24 units to a case, and then those
- 13 cases are palletized further down the production
- 14 process.

At the end of that production process,

- 16 where those cases are then palletized, a -- what we
- 17 call a license plate or a pallet tag is applied to
- 18 that pallet, which is intended to represent the
- collection of production codes on that pallet.
- 20 From that point, whenever that pallet moves from
- 21 that facility or into the mass storage, the
- 22 forklift operator that handles that product is to
- scan that pallet tag and indicate where that
- product is moving to next.

Page 20

- The purpose of that program is to be
- able to track the pallet one step removed from the
- 3 threshold of the facility.
 - And what do you mean by that?
- 5 A. Well, so the program originated as part
- of the -- I think it was the 2010 Bioterrorism Act,
- 7 which required food and beverage manufacturers to
- be able to track its product one step beyond its
- door. So the original intent was to be able to do
- that, and we were able to use that same program for
- 11 aiding the tracking of product as it related to
- 12 transshipments.
- 13 Q. So prior to 2010 you didn't have any
- 14 tracking system?
- 15 No, there were tracking systems. They
- 16 just weren't as sophisticated as the current
- 17 svstem.

22

23

- 18 Q. Okay. And I'm going to just -- again,
- 19 for the sake of expediency, I think you have
- testified before that with the LTT -- and this is
- 21 the LTTS system that you are referring to?
 - That's correct.
 - How accurate is the system?
- 24 Well, it's as accurate as the input, so

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PEPSICO, INC. NORTHERN BOTTLING vs PEPSICO March 22, 2018 21 - 24

Page 23

Page 24

Page 21

as long as the -- as long as the pallets are tagged

- 2 and the codes are read with a fair amount of
- 3 accuracy, then I would say there's between a -- I
- would say that there's up to a 60 percent chance
- that if the product -- if an individual bottle or
- can is found in the market somewhere, we have about
- 7 at least a 60 percent chance of being able to
- 8 identify where that product was first sold to.

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pallet.

- 9 Q. Okay. And how did you arrive at the 10 60 percent figure, and how do you go about the 11 process of determining where the product came from?
- A. Well, it's based on information shared 13 with me from PBC, so as we have tried to compare 14 some of the data that we have in PTEP with some of 15 the data that may have been shared with us from PBC, what we have generally found is that there's 16
- 17 anywhere from 40 to, you know, 50 or 60 percent
- 18 that is considered nontraceable. And, again, this
- 19 is product that has made its way through the value
- 20 chain and we have now identified it in the market
- 21 somewhere and we are trying to backtrack through
- 22 the system to identify where it was first sold.
- 23 Q. And why would this 40 percent be nontraceable?

Well, because of the -- it has a lot to do with the production process, so I mentioned earlier that each container receives its own production code and that is done in single file fashion. But further down the production process, those codes are commingled, so we have what is called a warmer, which is a very large table that accumulates product on it. We also have an accumulation table that allows for a certain amount of commingling of those production codes.

So once that -- once those individual containers are packaged into a case and then subsequently collected onto a pallet, there is quite a bit of commingling of production codes on that pallet.

What does the license plate that goes on the pallet purport to represent?

So it represents -- the operator looks at a production code on the bottom of that pallet as well as one on the top of the pallet, and the assumption is that the production minutes between -- or the production minutes between the top and the bottom represent what is on that

And is that true or not true?

I would say it's generally true, but

3 there could be variances to it.

Q. And explain to me these variances.

A. Well, again, it's driven by the

commingling of product. So as an example, if

there's any amount of line stoppage or anything

that causes any amount of accumulation on either

9 the accumulation table that I mentioned or the

warmer, you are going to have commingling of 11 product.

12 Q. Are we talking about commingling of ten 13 bottles and cans, or are we talking commingling of 14 a thousand or what?

15 Thousands. So as an example, bottle 16 fillers can run at speeds anywhere from 600 bottles 17 per minute up to 1,200 bottles per minute, and 18 these would be fed initially single file but then 19 eventually they would be commingled on one of those 20 accumulation points that I mentioned.

21 Q. So how do you take the data -- when 22 Northern makes a complaint, how do you take the data, and just run me through the process of how you try and figure out where the product was first

Page 22

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sold? 1 2 Okay. So in Northern's case, it would 3 have started with a complaint. That complaint 4 would have been investigated by a third-party investigator who would send that production code information to our transshipping department. We 7 would then share that information through the claim details that I mentioned with PBC and -- or any 9 other bottler that may have been the source of that 10 initial product, and we can tell who the source is 11 by a plant code. It's a two-letter plant code that 12 is a part of the production code.

So that is the starting point, and from there we can look at the time and date stamps and try to tie that back to product that was palletized and either sent to a customer or sent to another warehouse, whether internal or external to another bottler, or it could have been put into mass storage and shipped out at some point later.

Q. Well, if it's put into mass storage,

21

Still tracked until it is then moved from mass storage out to one of those other destinations, be it direct to a customer -- and,

it's still tracked, correct?

March 22, 2018 25-28

Page 27

Page 25 generally speaking, your customers who are going to

- 2 receive full pallet quantities are going to be
- 3 larger customers like in the club channel, in some
- cases grocery, but generally it's going to be your
- larger customers. It could be a third-party
- operator. It could be another PBC or independent
- 7 bottler plant.
- 8 Q. So in Northern's case, what information
- would you need about the product to determine at
- what stage in the sales and distribution process
- 11 that the product was diverted?
- 12 A. I'm sorry. Can you restate that? The
- 13 video broke up just a little bit.
- 14 Q. I'm sorry. In Northern's case, knowing
- 15 what you know about it, what information would you
- 16 have to have to be able to determine where the
- 17 product -- at what point in the product process the
- 18 product was diverted?
- 19 MR. QUINN: Jim, it broke up again for some
- 20 reason when you got to product and the word
- 21 "process."
- 22 MR. RAGAIN: I think it didn't -- yeah, it
- 23 didn't break up. My question broke up.
- 24 MR. QUINN: Oh, okay.

Page 26

BY MR. RAGAIN:

- 2 In Northern's case, what information
- 3 would you need to be able to determine at what
- point in the sales and distribution process that 4
- 5 the product was diverted?
- 6 Let me answer it this way. So we would
- 7 start with the production code. In fact, we would
- 8 have to have several production codes in hopes that
- 9 they would all tie back to the same customer that
- 10 the product was originally sold to.
- 11 From there it can be very difficult to
- 12 figure out the lane that the product took to make
- 13 its way to Northern's territory. So in the example
- 14 of the South Florida product, we determined that
- 15 the product was produced at a particular plant, and
- 16 we collected enough data points that suggested it
- 17 was sold to a particular customer.
- 18 Q. Okay. Now, what is a data point?
- 19 A data point would be any number of
- 20 production codes. So if over the course of, say,
- 21 two months we collected, you know, 30 cases of
- 22 production codes, we would try to tie those back to
- 23 a particular customer.
- 24 Q. I'm sorry. It broke up there. Tie that

back to what? 1

- Back to a particular customer.
- 3 Okay. What else?
 - So from that point, you know, we had the
- starting point of the product and we had the end
- point of the product, which was Northern's
- territory. Nothing in between is transparent to
- 8

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- So the starting point -- let's say in
- 10 this case it was PBC that had the customer contact.
- 11 They would investigate the likelihood that that
- customer was selling the product outside of its
- territory, and, you know, typically you would hear
- that they were not, that they were not selling it
- outside of their territory or the intended channel.
- 16 So from there it's very difficult to
- 17 track where the product went and how it got to
- 18 Northern's territory.
- 19 Q. Okay. What is a channel -- well, what
- 20 is a channel, just so we have that?
- 21 A. Well, a channel would be a segment of
- 22 the business -- of our business, so we have -- as
 - an example, we have the convenience and gas channel
- or the C&G channel, often referred to as small

Page 28

- format. We have the drug channel, which is going
- to include your stores like Walgreens, CVS,
- et cetera. We have a grocery channel, which would
- 4 include your grocery accounts.
- 5 Q. Just to -- I guess because we are going
- 6 to start running into this topic as well. You have
- also been proffered to testify with respect to
- 8 Topic No. 4, PepsiCo, Inc.'s, investigation of all
- transshipping complaints made by plaintiff and the
- 10 result thereof for the time period January 2012 --
 - A. Okay.
- 12 Q. -- through mid-July of 2016?
- 13 A. Sure.

11

- 14 Q. Is that correct?
- 15 Α. That's correct.
- 16 Okay. Thank you.
 - So let's -- rather than talk about this
- 17 in the abstract, let's talk about it in terms of
- 19 Northern's complaints. How many complaints did
- 20 Northern make?
- 21 A. I don't recall the exact number, but I
- 22 do recall that initially there were only, I think,
- 23 two or three in a year. That may have been -- that
- may have actually been 2015. I believe prior to 24

March 22, 2018 29 - 32

Page 29 that if there were -- there was maybe one

2 complaint, if even that, going back to 2012.

3 Q. So how do you characterize what is a 4 complaint? I mean, is every time -- every time

5 they update you with respect to what is going on in

6 their territory, or what is a complaint?

A. Yes. We consider a complaint when

8 there's an official request for an investigation to

9 take place in the market.

7

15

10 Q. And with respect to the time period that 11 we are talking about here, can you tell me when those complaints were made by Northern?

When they were made? Can you be more 13 14 specific?

Q. What date they were made.

16 A. No, I could -- we could probably produce

that information, but I wouldn't know that. 17

18 Q. Okay. Let's start from the other end

then. As we sit here today, have you ever -- has 19

20 PepsiCo ever been able to determine where the

21 product and by whom the product was diverted that 21

22 was sold in Northern territory?

23 A. Can I confer with counsel briefly?

24 MR. QUINN: If you are worried that it relates

Page 31 the tools that you have and the information that

you have through the LTTS system, the PTEP program,

were you ever able to determine who you believed

the diverter of the product or diverters of the

product was?

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We were not.

I realize you may have already said some

of this when we were talking about the system in

the abstract, but can you tell me why not? In

Northern's specific case, why you were not able to

11 make that determination?

A. Well, I would say for a couple of

13 reasons. One was that even when we quarantined

product and sold it to the customer that we

believed to be the source of the transshipped

product, it didn't prove out. And so, again, we

knew that that customer was the source of

transshipped product in other territories, but it

wasn't in Northern's or at least at that point in

20 time it was no longer in Northern's.

The other thing that happened is that

the production source of product that made its way

into Northern's territory changed, so it moved from

a South Florida production site to other production

Page 30

to privileged information, then we can discuss it.

2 THE WITNESS: Yeah, it was privileged.

3 MR. QUINN: Okay. Just take a quick break

then to make sure that we don't divulge any

5 privilege.

6 THE VIDEOGRAPHER: We are off the record. The

7 time is 10:25 a.m.

8 (WHEREUPON, a recess was had.)

9 THE VIDEOGRAPHER: We are back on the record.

10 The time is 10:26 a.m.

11 BY THE WITNESS:

12 Jim, could you repeat that question,

13 please.

14 BY MR. RAGAIN:

15 I think what it was was, have you ever

16 been able to determine at what -- have you ever

17 been able to determine the diverter of the product

18 or diverters of the product that ended up in

19 Northern's territory?

20 A. Yeah. I actually learned who that

21 diverter was as a result of reviewing a deposition

22 from, I believe it was Nick Frisone -- Nick or

23 Vinny Frisone with L&V Distributors.

24 Q. Okay. Have you -- but using -- using Page 32

sites, some of which were in the Midwest, I

believe some came out of the northeast, so the 3

transshipping lane itself changed at some point.

4 So as we sit here today, if I'm correct, using the tools at your disposal, you have never

been able to determine who the diverter or 6

7 diverters were of the product that was sold in

Northern's territory, correct?

9 MR. QUINN: Objection, mischaracterizes his

10 testimony.

12

11 BY THE WITNESS:

A. How would you define "the diverter"?

13 BY MR. RAGAIN:

14 Q. Good question. And I apologize for not

15 making that clear.

16 The first purchaser that sold the

17 product outside of his territory or -- outside of

18 their territory or channel.

19 A. I think we had compelling evidence to

20 identify certain customers or at least during the

21 time that is in question here. We felt strongly

22 that certain customers were likely sources of that

23 product, but we still couldn't identify how it made

its way to Northern's territory.

March 22, 2018 33-36

Page 33 Page 35 Q. Well, did you ever discuss that with --1 MR. RAGAIN: Yes. 1 2 who was the customer that you thought -- or 2 THE VIDEOGRAPHER: We are off the record. The 3 customers that you felt were responsible? 3 time is 10:34 a.m. 4 So Vistar in Florida was the customer 4 (WHEREUPON, a recess was had.) 5 THE VIDEOGRAPHER: We are back on the record. 5 that we believed to be the source. 6 Is that the only one? The time is 10:48 a.m. 7 At the time that is where the most 7 BY MR. RAGAIN: 8 compelling evidence was, was with Vistar. 8 Q. Mr. Morris, just a clean-up matter here. 9 So what did you do with respect to Topic No. 2 on the deposition notice actually had 10 Vistar? two parts to it, and I asked you about the first part. And I'll read it all here for you, but --11 Well, so my role was to make sure that 12 the impacted bottlers had the information, you I'll just read it now, Other than the transshipment 13 enforcement program, any and all policies, 13 know, through the claim detail process that we 14 talked about earlier, and then working directly procedures, rules, regulations, plans, and actions promulgated and/or implemented by PepsiCo, Inc., 15 with PBC, we shared the findings of this sting during the specified time period that, one, are for 16 operation. And then the region leadership in the 17 the purpose of preventing transshipment into the 17 southeast region, and specifically South Florida, 18 territories of independent bottlers who are outside 18 took it upon themselves to have a discussion with of the northeastern United States or, two, that 19 Vistar. They did take actions that resulted in 20 price increases, allocations, and I believe for a 20 will otherwise be offered by PepsiCo at trial. 21 period of time they were actually shut off from 21 I asked you to list off for me the items 22 22 that were included in the first parenthetical receiving product. 23 Do you believe they were? there, and I'm assuming they are the same, but tell 24 me if I'm wrong. 24 Yeah. The actual details of the Page 34 Page 36 1 allocations, I would not have had direct privy to

that information, but there was -- I know there was 3 a significant reduction in shipments that went to 4 Vistar. 5 For how long? Q. 6 That I don't know. 7 Anybody else besides Vistar that you determined to any reasonable degree of certainty 8 was a diverter of the product that ended up in 9 10 Northern's territory? 11 A. Not that we identified, but the region leadership with PBC did take similar actions with 12

13 another customer by the name of Culinary Ventures, 14 and I couldn't speak to the findings they used to, 15 you know, support that action. But I do know similar action was taken around the same time as 16 17 Vistar's. 18 MR. RAGAIN: Let's take a quick break, Tom, if 19 that is okay. 20 MR. QUINN: Sure.

21 MR. RAGAIN: Let me look at my notes a little 22 bit and talk to Michelle.

23 MR. QUINN: Sounds good. Come back in five or 23 24 ten?

Are you aware of any policy, procedure,

rule, regulation, plan, or action promulgated or

implemented by PepsiCo that you -- that the company

intends to offer at the trial of this case that you

5 have not listed off for me?

6 A. I don't think that I have. The only thing that I may have not spelled out is that

the -- while the policy -- the transshipping

guidelines exist, we did communicate those

guidelines to the bottling system, which would have

11 included PBC. So, you know, the policy, as I said,

it exists, but we also would share or reiterate

13 that policy with the bottling system periodically.

14 MR. RAGAIN: Okay. Thank you.

15 MR. QUINN: Jim, I have a couple --

16 MR. RAGAIN: That is all I have.

MR. QUINN: Okay. I have just a couple of

clarification questions with respect to Darrin's

19 testimony.

17

22

20 **EXAMINATION**

21 BY MR. QUINN:

> Q. I would like to direct you back to the whole description that you had of the process of tagging pallets at plants, PBC bottling plants,

March 22, 2018 37–40

Page 37

with the labels that are then used to -- through

- 2 the LTTS system to try to determine the first
- 3 purchaser of product from a PBC region.
- 4 A. Uh-huh.
- 5 Q. And I know you talked about the
- 6 commingling that can occur. Would you also
- 7 describe for us what pallets actually get tagged
- 8 with these labels and which pallets do not?
- 9 A. So any full pallet would be tagged.
- 10 Once that pallet was disassembled and used for,
- 11 let's say, a conventional route, which would be a
- 12 delivery that would be made to a, you know, small
- 13 format store that I mentioned earlier, those
- 14 products would not have a tag associated with it.
- 15 Q. What about a pallet that contains a

mixture of different products such as Mountain Dew,

- 17 Pepsi Cola or the like or diet products, would
- 18 those pallets that have mixed products receive a
- 19 tag?

16

- 20 A. They would not. So that would be
- 21 considered a mixed pallet or a -- that sounds like
- 22 what we consider a bulk order that is going to be
- 23 shipped to a customer. Those would not have a
- 24 pallet tag.

Page 38

- Q. And how about in the case of a pallet that contained products that would be going to more
- 3 than one customer on a route, would that be tagged?
- 4 A. So it's possible to actually have two
- 5 pallet tags that were similar that went to two
- 6 different customers.
- 7 Q. Okay.
- 8 A. And, again, that ties back into the --
- $9\,\,$ kind of the commingling nature of the process. So
- 10 it's not an exact science, but it's currently the
- 11 best that's available.
- 12 Q. Okay. You also testified in response to
- 13 Mr. Ragain's question regarding the process of
- 14 investigation that nothing between the starting
- 15 point of -- if you know who is the first purchaser
- 16 from a PBC plant to the end point of actual
- 17 transshipment into a bottler territory, that
- 18 nothing in between is really transparent. Could
- 19 you explain what you meant by that?
- 20 A. Yeah, sure. So once the product leaves
- 21 the PBC doorstep or any bottler's doorstep, for
- 22 that matter, they would have visibility to the next
- 23 destination. From there there's no required
- 24 tracking or reporting from the customer to report

Page 39 back to PBC or the independent bottler that tells

them where that product was going next.

3 And so if product is subsequently found

in a territory where it shouldn't be, really all we have access to is the starting point and the ending

6 point, and typically the bottler in the infringed

o point, and typically the bottler in the inliniged

7 territory will have some idea of who delivered that

8 product to that account.

In this case, it was Core-Mark. So,

10 again, we know the beginning point and we know the

11 ending point, but everything in between, there

12 could be multiple hands that touch that product

13 before it made its way to the final destination.

Q. In your experience, do customers that
 purchase product from PBC and then -- whether it's
 a third-party operator or club store or others, do

17 customers have systems for tracking sales to

18 subsequent customers down the line typically or

19 not?

9

20 A. I have heard that some do, and I would

21 say your -- what I would consider a more

22 sophisticated customers, that might have a larger

23 supply chain itself, but, generally speaking, I

24 would say no.

Page 40

- Q. So in your experience, what has happened
 when a PBC person or a key account manager contacts
- a customer that may show up as a source of
- 4 transshipped product, when the topic of who did you
- 5 sell it to comes up?

6

- A. In many cases they will say, I have no
- 7 idea, if they are asked. It depends on how the
- 8 question is phrased. If the question is, Did you
- 9 sell product outside of the territory, that is
- 10 going to be generally a yes or no question, and I
- 11 would say more often than not the answer is no.
- 12 And they may be telling the truth, that they sold
- 13 it within the territory. They may also suggest
- 14 that they did not sell it outside of a channel that
- they were not permitted to sell it.

So we just -- we lose visibility to how that product moves around once it gets into the

18 customer's possession.

19 Q. Now, you also mentioned, in response to

20 one of Mr. Ragain's questions, that you had a

- 21 chance to read the Frisone deposition in this case.
- 22 Did that deposition offer any insights to you
- 23 regarding the manner in which diverters like
- 24 Frisone or L&V actually come to acquire the Pepsi

March 22, 2018 41–44

INO	INTILITING OF FLESICO			41-44
1	Page 41 product that ultimately gets transshipped?	1	STATE OF ILLINOIS)	Page 43
2	A. Yeah, absolutely. Absolutely. I would	2) SS:	
3	have never guessed that two large companies like a	3	COUNTY OF C O O K)	
4	Vistar and a Core-Mark would have worked with an	4	I, KRISTIN C. BRAJKOVICH, a Certified	
5	intermediary like a Nick Frisone or L&V	5	Shorthand Reporter of said state, do hereby	
6	Distributors to acquire and assemble product. That	6	certify:	
7	just wasn't something that we would have expected.	7	That previous to the commencement of the	
8	Q. And what about the quantities of	8	examination of the witness, the witness was duly	
9	products that Frisone was able to assemble to	9	sworn to testify the whole truth concerning the	
10	ultimately meet the orders for product?	10	matters herein;	
11	A. So I gathered from his deposition that	11	That the foregoing deposition transcript	
12	it wasn't always easy. He would often have to go	12	was reported stenographically by me,	
13	to different sources on what is often referred to	13	was thereafter reduced to typewriting under my	
14	as the wire to find this product and assemble it,	14	personal direction and constitutes a true record	
15	enough to put together an order for Core-Mark. Or,	15	of the testimony given and the proceedings had;	
16	in fact, I think there was another party between	16	That the said deposition was taken	
17	L&V Distributors and Core-Mark that touched the	17	before me at the time and place specified;	
18	product, so it was a very labor intensive effort,	18	That I am not a relative or employee	
19	it appeared.	19	or attorney or counsel, nor a relative or	
20	Q. Okay. So does that complexity add any	20	employee of such attorney or counsel for any of	
21	degree of difficulty to the whole process of trying	21	the parties hereto, nor interested directly or	
22	to detect and prevent transshipment?	22	indirectly in the outcome of this action.	
23	A. Sure, sure. Absolutely. So, again, we	23	IN WITNESS WHEREOF, I do hereunto set my	
24	have access to the beginning point and the end	24	hand and affix my seal of office at Chicago,	
1	Page 42 point, but once the product is out in the open	1	Illinois, this 3rd day of April, 2018.	Page 44
2	market, it is very difficult to track, especially	2		
3	when you are talking about individual containers or	3		
4	cases because in many cases in many situations,	4		
5	the product is not moving in pallet quantities,	5		
6	which is what we are able to best best track.	6		
7	MR. QUINN: No further questions.	7	C.S.R. Certificate No. 84-3810.	
8	THE WITNESS: Okay.	8		
9	MR. RAGAIN: Nothing else. Thank you,	9		
10	Mr. Morris.	10		
11	THE WITNESS: Thank you.	11		
12	MR. QUINN: So Jim off the record.	12		
13	THE VIDEOGRAPHER: This marks the end of	13		
14	today's deposition. The time is 10:59 a.m. We are	14		
15	now off the record.	15		
16	FURTHER DEPONENT SAITH NOT.	16		
17	. C.C. LEROLI CHENT CATTING!	17		
18		18		
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23		23		
23 24		23 24		
23 24				

March 22, 2018 45–48

1	Page 45			Page 47
	INDEX	1	DEPOSITION ERRATA SHEET	· ·
2	WITNESS EXAMINATION	2		
3	DARRIN MORRIS	3	Page NoLine NoChange To:	
4	By Mr. Ragain 5	4	Reason for Change:	
5	By Mr. Quinn 36	5	Page NoLine NoChange To:	
6		6	Reason for Change:	
7		7	Page NoLine NoChange To:	
8		8	Reason for Change:	
9	EXHIBITS	9	Page NoLine NoChange To:	
10	NUMBER PAGE	10	Reason for Change:	
11	NONE.	11	Page NoLine NoChange To:	
12		12	Reason for Change:	
13		13	Page NoLine NoChange To:	
14		14	Reason for Change:	
15		15	Page NoLine NoChange To:	
16		16	Reason for Change:	
17		17	Page NoLine NoChange To:	
18		18	Reason for Change:	
19		19	Page NoLine NoChange To:	
20		20	Reason for Change:	
21		21	Page NoLine NoChange To:	
22		22	Reason for Change:	
23			SIGNATURE:DATE:	
24		24	DARRIN MORRIS	
1	Page 46			Page 48
		1	DEPOSITION ERRATA SHEET	5
	DEPOSITION ERRATA SHEET	1	DEPOSITION ERRATA SHEET	3
2		2		Ü
2	Our Assignment No. J0595213	2	Page NoLine NoChange To:	_
2 3 4	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs.	2 3 4	Page NoLine NoChange To:	
2 3 4 5	Our Assignment No. J0595213	2 3 4 5	Page NoLine NoChange To: Reason for Change: Page NoLine NoChange To:	
2 3 4 5 6	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc.	2 3 4 5 6	Page NoLine NoChange To: Reason for Change: Page NoLine NoChange To: Reason for Change:	
2 3 4 5 6 7	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs.	2 3 4 5 6 7	Page NoLine NoChange To:	
2 3 4 5 6	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc. DECLARATION UNDER PENALTY OF PERJURY	2 3 4 5 6 7	Page NoLine NoChange To:	
2 3 4 5 6 7 8	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc. DECLARATION UNDER PENALTY OF PERJURY I declare under penalty of perjury that	2 3 4 5 6 7 8	Page NoLine NoChange To:	
2 3 4 5 6 7 8 9	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc. DECLARATION UNDER PENALTY OF PERJURY I declare under penalty of perjury that I have read the entire transcript of my deposition	2 3 4 5 6 7 8 9	Page NoLine NoChange To:	
2 3 4 5 6 7 8 9 10	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc. DECLARATION UNDER PENALTY OF PERJURY I declare under penalty of perjury that I have read the entire transcript of my deposition taken in the captioned matter or the same has been	2 3 4 5 6 7 8 9 10	Page NoLine NoChange To:	
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2 3 4 5 6 7 8 9 10 11 12 13 14 15	Our Assignment No. J0595213 Case Caption: Northern Bottling Co., Inc., vs. PepsiCo, Inc. DECLARATION UNDER PENALTY OF PERJURY I declare under penalty of perjury that I have read the entire transcript of my deposition taken in the captioned matter or the same has been read to me, and the same is true and accurate, save and except for changes and/or corrections, if any, as indicated by me on the DEPOSITION ERRATA SHEET hereof, with the understanding that I offer these	2 3 4 5 6 7 8 9 10 11 12 13 14 15	Page NoLine NoChange To:	
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1	DEPOSITION ERRATA SHEET			
2				
3	Our Assignment No. J0595213			
4	Case Caption: Northern Bottling Co., Inc., vs.			
5	PepsiCo, Inc.			
6				
7	DECLARATION UNDER PENALTY OF PERJURY			
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15	hereof, with the understanding that I offer these			
16	changes as if still under oath.			
17				
18	Signed on theday of			
19	Apri, 20 18.			
20				
21				
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23				
24	DARRIN MORRIS			



ERRATA SHEET

CASE: NORTHERN BOTTLING VS. PEPSICO INC.

DATE: MARCH 22, 2018

WITNESS: DARRIN MORRIS

PAGE	LINES	<u>FROM</u>	<u>TO</u>	REASON FOR CHANGE
9	15	reported into.	reported to.	mistranscription
39	21	I would consider a more	I would consider more	mistranscription